

### **AMENDMENTS TO THE CLAIMS**

- At time of the Action: **Claims 1-4, 6-9, 11-13, 15-29, 31-32, and 34-35**
- Amended Claims: **Claims 1, 6, 19, and 31**
- After this Response: **Claims 1-4, 6-9, 11-13, 15-29, 31-32, and 34-35**

The following listing of claims replaces all prior versions and listings of claims in the application.

1. (Currently Amended) A method having computer instructions executable by a processor, comprising:

receiving, on a user device, a video content to be protected branded with personal information of a user to deter the user from unauthorized redistribution of the video content, wherein the video content is digital or analog;

receiving, on the user device, metadata about the video content, wherein the metadata contains instructions about which programs of the video content to brand and a branding strength for the video content;

interpreting the metadata received to determine whether to brand the video content by adding a personal identifier based on corresponding instructions contained within the metadata;

selecting a security level of the video content to be branded based on sensitivity of the video content as received via interpreted metadata;

branding the video content to be branded by adding [[a]] the personal identifier, stored on the user device, to [[in]] the video content[[.]], wherein the personal identifier is different for each user device and each user and the personal identifier does not have to be sent to a provider of the video content;

receiving metadata in a packet about the video content;

retaining the personal identifier on a hidden border of a frame on a television monitor; and

displaying the personal identifier when the video content is transferred to a computing device[[;]], wherein the personal identifier displays information associated with [[a]] the user of the video content[[;]], wherein the personal identifier is placed on at

least one of a fixed number of frames or a fixed number of scanned patterns for analog video content[[;]], and wherein the personal identifier distinguishes channels to brand and channels to leave unbranded, branded channels having a level of security for a program[[;]].

~~the metadata containing instructions associated with the video content on which channels to brand; and~~

~~the metadata containing information to determine a branding strength for the video content.~~

2. (Original) The method as recited in claim 1, wherein the video content includes multiple programs.

3. (Original) The method as recited in claim 2, further comprising receiving metadata to distinguish between at least one of the multiple programs to receive the personal identifier and some of the multiple programs to remain without a personal identifier.

4. (Original) The method as recited in claim 3, wherein the metadata is electronic program guide information.

5. (Previously Cancelled).

6. (Currently Amended) A method having computer instructions executable by a processor, comprising:

receiving video content [[in]] on a first client device;

receiving, on the first client device, metadata in a packet about the video content, wherein the metadata contains instructions about which programs of the video content to brand and a branding strength for the video content;

interpreting the metadata received to determine whether to brand the video content by adding a personal identifier based on corresponding instructions contained within the metadata;

adding [[a]] the personal identifier to the video content, wherein an amount of the personal identifier that is added to the video content is based on a security level of a program;

retaining the personal identifier on a hidden border of a frame on the first client device; and

displaying the personal identifier when the video content is replayed on a second client device[[;]]wherein the personal identifier signifies personal identity information of an owner of the first client device[[;]]wherein the personal identifier is placed on at least one of a fixed number of frames or a fixed number of scanned patterns for analog video content[[;]], and wherein the personal identifier distinguishes channels to brand and channels to leave unbranded, branded channels having a level of security for a program[[;]].

determining which channels to brand based on instructions in the metadata associated with the video content; and

~~determining a branding strength for the video content based on information in the metadata.~~

7. (Previously Presented) The method as recited in claim 6, further comprising including the personal identifier in the video content when the second client device outputs the video content.

8. (Previously Presented) The method as recited in claim 7, wherein the second client device outputs the video content by displaying the video content.

9. (Previously Presented) The method as recited in claim 6, wherein the second client device is one of a personal computer, a personal digital assistant, a digital versatile disk player, or a personal video recorder.

10. (Previously Cancelled).

11. (Original) The method as recited in claim 6, wherein the video content includes multiple programs.

12. (Original) The method as recited in claim 11, further comprising receiving metadata about the multiple programs.

13. (Previously Presented) The method as recited in claim 12, wherein the metadata includes a security level for at least some of the multiple programs.

14. (Cancelled).

15. (Previously Presented) The method as recited in claim 13, wherein a displayed size of the personal identity information added to the program is based on the security level of the program.

16. (Previously Presented) The method as recited in claim 13, wherein a visibility of a location of the personal identity information within a displayed image of the program is based on the security level of the program.

17. (Original) The method as recited in claim 13, wherein the metadata includes a record of the user's history of unauthorized redistribution of a video content.

18. (Previously Presented) The method as recited in claim 17, wherein variance in a display factor is based on the record, wherein display factors include an amount of the personal identity information added to a program, a display size of the personal identity information added to the program, and a visibility of a location of the personal identity information added to the program.

19. (Currently Amended) A branding engine for video content, comprising:

a brand generator, on a user device, to produce a brand, wherein [[a]] the brand includes at least one piece of personal identity information stored on the user device, about a user of the video content and is different for each user device and each user;

a branding decision engine, wherein if the video content comprises frames, then to decide which frames of the video content are to receive the brand;

a branding selector configured to decide determine what characteristics will comprise the brand, wherein the branding selector decides on at least an amount of personal identify identity information, a visual size of the brand, and a display location of the brand;

the a branding decision engine configured to interpret metadata corresponding to the video content to determine which video content to brand based on metadata of the video content;

a security level module configured to interpret security information from the metadata to determine a security level of the video content corresponding to the metadata;

the branding decision engine, wherein a decision to brand occurs, sends further configured to send an indication to the brand generator to brand the video content when the branding decision engine determines to brand the video content; and

an overlay generator configured to place the brand in the video content; wherein the brand is placed on a hidden border of the frames wherein the brand is displayed outside a title safe zone that are not displayed on a television monitor;

wherein the brand is placed on at least one of a fixed number of frames or a fixed number of scanned analog video content;

wherein the branding decision engine distinguishes channels to receive the brand and channels to leave unbranded, branded channels having a level of security for a program;

the branding decision engine further configured to determine which channels to brand based on the metadata information; and

the branding decision engine further configured to employ interpreted metadata corresponding to the video content to determine a branding strength for the video content based on the level of security for the program.

20. (Original) The branding engine as recited in claim 19, further comprising a metadata reader to read metadata about the video content, wherein if metadata relevant to the video content exist, then the metadata provide security information to the branding decision engine.

21. (Original) The branding engine as recited in claim 20, wherein the security information indicates which programs within the video content to brand.

22 (Original) The branding engine as recited in claim 20, wherein the security information includes a security level for a program within the video content, wherein the security level determines characteristics of the brand to be added to the program.

23. (Original) The branding engine as recited in claim 19, further comprising a brand selector associated with the brand generator, wherein the brand selector determines one of: a piece of personal identity information about the user of the video content to use as a brand, an amount of personal identity information about the user to use as a brand, a visual size of the brand relative to a display size of the video content, and a display location for the brand within a displayed image of the video content.

24. (Original) The branding engine as recited in claim 19, further comprising a database of personal identity information about the user communicatively coupled with the branding decision engine.

25. (Original) The branding engine as recited in claim 24, further comprising a store of identifiers associated with the database of personal identity information.

26. (Original) The branding engine as recited in claim 25, further comprising a record of the user's history of unauthorized redistribution of a video content associated with the database of personal identity information.

27. (Original) The branding engine as recited in claim 26, further comprising a progressive branding module associated with the branding decision engine, wherein the progressive branding module determines a security level for a branding decision based on the record of the user's history.

28. (Previously Presented) The branding engine as recited in claim 26, further comprising a progressive branding module associated with the branding decision engine, wherein the progressive branding module determines a security level for a branding decision based on a metadata.

29. (Original) The branding engine as recited in claim 28, wherein the brand selector uses a security level determined by the progressive branding module to determine one of a piece of personal identity information about the user of the video content to use as at least part of a brand, an amount of personal identity information about the user to use as at least part of a brand, a size of the brand, and a display location for the brand within a displayed image of the video content.

30. (Previously Cancelled).

31. (Currently Amended) One or more computer readable storage media containing instructions that are executable by a computer to perform actions comprising:  
receiving a personal identifier of a video content user, wherein the personal identifier contains information associated with the video content user;  
receiving metadata in a packet about the video content user and about a video content received by the video content user;  
interpreting the metadata received to determine whether to brand the video content received by the video content user, wherein branding comprises adding the

personal identifier to the video content based on corresponding instructions contained within the metadata;

selecting a security level of the video content to be branded based on sensitivity of the video content as received via interpreted metadata;

determining which channels of the video content to brand based on instructions in the metadata associated with the video content;

determining a branding strength for the video content based on information in the metadata;

branding the video content determined to be branded by adding the personal identifier to [[a]] the video content received by the video content user;

retaining the personal identifier on a hidden border of a frame; and

displaying the personal identifier when the video content is replayed on a client device[[;]] wherein the personal identifier is placed on at least one of a fixed number of frames or a fixed number of scanned patterns for analog video content[[;]], and wherein the personal identifier distinguishes channels to brand and channels to leave unbranded, branded channels having a level of the security level for a program of the video content[[;]].

determining which channels to brand based on instructions in the metadata associated with the video content; and

determining a branding strength for the video content based on information in the metadata;

32. (Previously Presented) The one or more computer readable media as recited in claim 31, wherein the adding the personal identifier to the video content comprises an image of the personal identifier displaying in response to the video content displaying.

33. (Cancelled).

34. (Original) The one or more computer readable media as recited in claim 31, further comprising outputting the personal identifier as a video signal when the video content is output as a video signal.

35. (Previously Presented) The one or more computer readable media as recited in claim 31, wherein the adding further comprises adding the personal identifier as a video signal to the video content and outputting the video content and the personal identifier.